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- Inflation Accounting—An International Approach / Robbie R. Woodward / Page 28 / Nov 81:05 / New rules require that companies adjust their financial statements for inflation. The methodology is experimental and evolving.
- Using Accounting Information to Make Better Decisions / Leonard Eugene Berry and Gordon B. Harwood / Page 24 / Mar 81:04 / This practical article presents some basic rules that will help you select the relevant accounting information to make good business decisions.

Accounting—Taxes

- Do Your Tax Shelters Meet the At-Risk Doctrine? / G.A. Swanson / Page 48 / May 81:08 / Many taxpayers have taken advantage of nonrecourse borrowing to shelter portions of their income from taxation, but now Congress is narrowing the options.

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- Coping With Stress and Addictive Work Behavior / Waino W. Suojanen and Donald R. Hudson / Page 7 / Jan 81:02 / Some executives' adaptation to the stress present in crisis management conditions may involve unknowing attempts to obtain an addictive "high" from work.

Business

- Should the Professions Go Competitive? / William L. Trombetta / Page 35 / May 81:06 / This article presents data indicating that competition can benefit the professional marketplace.

Communications

- Public Relations—An Integral Part of Your Management Team / Craig E. Aronoff and Otis W. Baskin / Page 16 / Nov 81:03 / At one time, PR staffs merely announced corporate decisions. Now they bring information from the public to their organizations.
- Using One-on-One Communications for Better Recruiting Results / Geoffrey L. Pickard / Page 44 / Nov 81:08 / The employee search program designed by this high-technology firm can be applied to any company looking for the best available staff.

Consulting Services

- Ten Good Reasons for Engaging a Retained Search Firm / J. Larry Tyler / Page 44 / Sept 81:08 / Why do companies hire recruiters to find managers for them? Here are some practical reasons for doing so.

Consumerism

- Autoline: Turning Consumer Grief to Relief / T.R. Martin and Gene R. Laczniak / Page 4 / Jan 81:07 / A model program to better resolve consumer disputes between automobile sellers and buyers is being tested.

Energy—Policy

- Corporate Energy Programs: A Multinational Comparison / Martin G. Christopher, Douglas M. Lambert, James R. Stock, and Robert H. Quinn / Page 2 / Nov 81:01 / Energy scarcity will affect operating costs and investment decisions. Companies need to plan now for uncertain supplies.

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- Executive Placement vs. Outplacement: Knowing the Difference / Laurence J. Stybel / Page 41 / Sept 81:07 / Using placement agencies for outplacement purposes may involve questionable ethics and ignore distinctions between the two services.

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- The Payoffs of Project Financing / Thomas J. Healey and Catherine B. James / Page 29 / May 81:05 / Project financing can allow access to funds by financing operations or assets on their own merits, with minimal reliance on the project sponsor.

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- Do Your Tax Shelters Meet the At-Risk Doctrine? / G.A. Swanson / Page 48 / May 81:08 / Many taxpayers have taken advantage of nonrecourse borrowing to shelter portions of their income from taxation, but now Congress is narrowing the options.

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- Warning: Your Job May Be Killing You / Robert Kreitner, Steven D. Wood, and Glenn M. Friedman / Page 2 / Jan 81:01 / In a coronary-risk screening of 641 employees, administrators proved to be at higher risk of coronary heart disease than nonadministrators.

Information Systems/Computers

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- Using Computer Data Bases—A Guide for Industrial Marketers / Michelle Burylo / Page 36 / Jan 81:06 / This hypothetical case history shows that computerized information-retrieval techniques save time and increase productivity.

International Business

- Barter—An Old Practice Yields New Profits / Christopher M. Korth / Page 2 / Sept 81:01 / A manager needs to understand the importance of barter in world markets because sales can be lost by companies that refuse to barter.
- Facing the New Realities of International Development / Leslie M. Dawson / Page 29 / Jan 81:05 / Multinationals in Third World markets face the challenge of adapting to changing ideas about the meaning and nature of economic development.
- Inflation Accounting—An International Approach / Robbie R. Woodward / Page 28 / Nov 81:05 / New rules require that companies adjust their financial statements for inflation. The methodology is experimental and evolving.
- Meeting the Challenge of Import Competition / Ireland J. Stewart / Page 42 / May 81:07 / Companies that understand the basis of competitive interaction can begin to protect their markets from imports and possibly develop new opportunities.
- Understanding Japan's International Trading Companies / Kuang-Ming Lin and W.R. Hoskins / Page 20 / Sept 81:04 / U.S. companies must analyze the strengths, weaknesses, and organization of Japanese firms in order to respond effectively to the competition.
- U.S. Export Trading Companies—The Time Is Now / A.D. Cao / Page 32 / Sept 81:05 / This article reviews the performance of U.S. export management companies and offers some alternative ways to promote U.S. exports.

Investment

- Art of Trading Commodities, The / Peter J. Kordell / Page 48 / Mar 81:07 / If you want to make a profit in the commodities market, here are 10 rules that could make the difference between winning and losing.

Law

- Equipment Leasing and the New Tax Law / Barry S. Marks / Page 46 / Sept 81:09 / This update of an earlier article reviews recent amendments to the Internal Revenue Code that have an overall favorable effect on equipment leasing.

Leasing

Equipment Leasing and the New Tax Law / Barry S. Marks / Page 46 / Sept 81:09 / This update of an earlier article reviews recent amendments to the Internal Revenue Code that have an overall favorable effect on equipment leasing.

Look Before You Lease—Equipment Leasing in the '80s / Barry S. Marks and John W. Stone, III / Page 9 / Jul 81:02 / Lessees and lessors should beware the hidden costs and risks in relying on standard contracts. Flexibility on the part of both parties is needed.

Management

Constraints to Effective Problem Solving / Harvey J. Brightman / Page 28 / Mar 81:05 / That great commentator on the human condition—Pogo—once said, "We have met the enemy and we is they." After reading this article, you'll know why.

Corporate Energy Programs: A Multinational Comparison / Martin G. Christopher, Douglas M. Lambert, James R. Stock, and Robert H. Quinn / Page 2 / Nov 81:01 / Energy scarcity will affect operating costs and investment decisions. Companies need to plan now for uncertain supplies.

Dilemma of the Dirty Shirts, The / Thomas W. Steiger / Page 46 / Mar 81:06 / A curious affair in which deliberately backward thinking proves an antidote to forward planning gone astray.

Misadventure of the Chairman's Molehill, The / Thomas W. Steiger / Page 39 / Sept 81:06 / This multimillion-dollar flap suggests that some problems are better erased than solved.

What Price Allegiance? A Case of Managerial Ethics / Bonnie J. Gray and Robert K. Landrum / Page 23 / Jan 81:04 / Should personal values be compromised or personal goals be amended to demonstrate loyalty to one's organizational superior?

Management—Behavior/Motivation

Work Ethic—An Idea Whose Time Has Gone?, The / Alan L. Porter / Page 15 / Jan 81:03 / The sacrosanct work ethic wrongly elevates a means to meet human needs to the status of an end in itself.

Management—Budget/Control/Systems/Profits

Financial Modeling—The Qantas Way / A.J. Walker-Powell / Page 23 / Nov 81:04 / In-house financial modeling by line accountants requires more than the right software—it requires educational and managerial support.

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Management—Compensation/Incentives/Benefits

The Best Executive Team Money Can Buy / Sanford L. Fox / Page 44 / Jul 81:06 / The compensation packages that companies are offering to attract proven top-level talent can easily spill over into six and even seven figures.

Management—Employee Relations/Personnel

Executive Placement vs. Outplacement: Knowing the Difference / Laurence J. Stybel / Page 41 / Sept 81:07 / Using placement agencies for outplacement purposes may involve questionable ethics and ignore distinctions between the two services.

Getting Over Getting Fired / Laurence J. Stybel / Page 48 / Jan 81:08 / This article describes managers' typical sequence of reactions to dismissal and recommends how corporate policy, colleagues, counselors, and family can help.

Improving Employee Relations With Focus Groups / J. Mitchell Elrod, Jr. / Page 36 / Nov 81:06 / Employees talk about problems more openly with a third party than with an employer. A neutral atmosphere stimulates honest discussion.

Ten Good Reasons for Engaging a Retained Search Firm / J. Larry Tyler / Page 44 / Sept 81:08 / Why do companies hire recruiters to find managers for them? Here are some practical reasons for doing so.

Using One-on-One Communications for Better Recruiting Results / Geoffrey L. Pickard / Page 44 / Nov 81:08 / The employee search program designed by this high-technology firm can be applied to any company looking for the best available staff.

Management—Entrepreneurship

Have You Got What It Takes To Run Your Own Business? / Bobby C. Vaught and Frank Hoy / Page 2 / Jul 81:01 / Rewards and risks of

business ownership are great. Before making the plunge, one should be aware of the characteristics associated with success.

Management—Planning/Analysis/Strategy

Constraints to Effective Problem Solving / Harvey J. Brightman / Page 28 / Mar 81:05 / That great commentator on the human condition—Pogo—once said, "We have met the enemy and we is they." After reading this article, you'll know why.

Mission Statement: A Key Step in Strategic Planning, The / Vern J. McGinnis / Page 39 / Nov 81:07 / The organization that clearly understands why it exists, what it wants to achieve, and for whom, is more likely to succeed.

New Strategic Manager, The / Benjamin B. Tregoe and John W. Zimmerman / Page 15 / May 81:03 / The new strategic manager combines an entrepreneur's instincts and drive with a systematic, logical process for strategic and operational decision making.

Sales Forecasting: A Manager's Primer / N. Carroll Mohn and Lester C. Sartorius / Page 2 / May 81:01 / A manager should know the nature of available sales-forecasting techniques, their best uses, and the likely sources of error.

Social-Performance Planning: Shell Sets Precedents / Timothy S. Mescon, Michelle I. Schauer, and Christine M. Lovato / Page 19 / Mar 81:03 / Recognizing the relationship between social investment and long-term profit/productivity improvement can lead to organizational innovations in the 1980s.

Strategic Planning: Challenging New Role for Corporate Staff / George S. Odiome / Page 10 / May 81:02 / New approaches to strategic-management thinking promise a new, more vital role for the persons in staff departments.

Strategic Planning Under Resource Constraints / Jacob Naor / Page 15 / Sept 81:03 / Corporate planners are at a new crossroads. Resource and energy shortages demand that companies reevaluate traditional planning methods.

Management—Productivity/Quality of Worklife

Coping with Stress and Addictive Work Behavior / Waino W. Suojanen and Donald R. Hudson / Page 7 / Jan 81:02 / Some executives' adaptation to the stress present in crisis management conditions may involve unknowing attempts to obtain an addictive "high" from work.

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